

United States Department of Agriculture,

OFFICE OF THE SECRETARY.

NOTICE OF JUDGMENT NO. 2374.

(Given pursuant to section 4 of the Food and Drugs Act.)

MISBRANDING OF GIN.

On September 13, 1912, the United States Attorney for the Southern District of Illinois, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district an information against Henry H. Shufeldt & Co., a corporation, Peoria, Ill., alleging shipment by said company, in violation of the Food and Drugs Act, on December 17, 1910, from the State of Illinois into the State of Pennsylvania, of a quantity of gin which was misbranded. The product was labeled: "Union Pacific Brand, Holland Process, Geneva Type, Gin. Serial No. 3999. Bottled direct from the wood. Guaranteed Finest quality."

An analysis of a sample of the product by the Bureau of Chemistry of this Department showed the following results: Specific gravity at 15.6° C., 0.9509; alcohol, per cent by volume, 42.39; proof, degrees, 84.78; methyl alcohol, none; solids by evaporation, 0.17 gram per 100 cc; total acids, as acetic (grams per 100 cc), 0.0048; fixed acids, none; volatile acids, as acetic (grams per 100 cc), 0.0048; fixed esters, as acetic (grams per 100 cc), 0.0211; furfural, none; fusel oil, Allen-Marquardt (grams per 100 cc), 0.0158; color, water white. Misbranding of the product was alleged in the information for the reason that the statement on the label in prominent type, "Holland Geneva Gin", was false and misleading in that it conveyed the impression that said product was a genuine Holland gin, whereas, in truth and in fact, it was an imitation Holland gin of domestic manufacture. Misbranding was alleged for the further reason that the product was labeled and branded so as to mislead and deceive

the purchaser, being prominently labeled "Holland Geneva Gin" in large type, thus conveying the impression that it was a genuine imported Holland gin, whereas it was in fact an imitation Holland gin of domestic manufacture, and the false impression thus created was insufficiently qualified by the words in small letters "process" and "type."

On December 19, 1912, the defendant company entered a plea of guilty to the information and the court imposed a fine of \$10 and costs.

W. M. HAYS,
Acting Secretary of Agriculture.

WASHINGTON, D. C., *March 3, 1913.*